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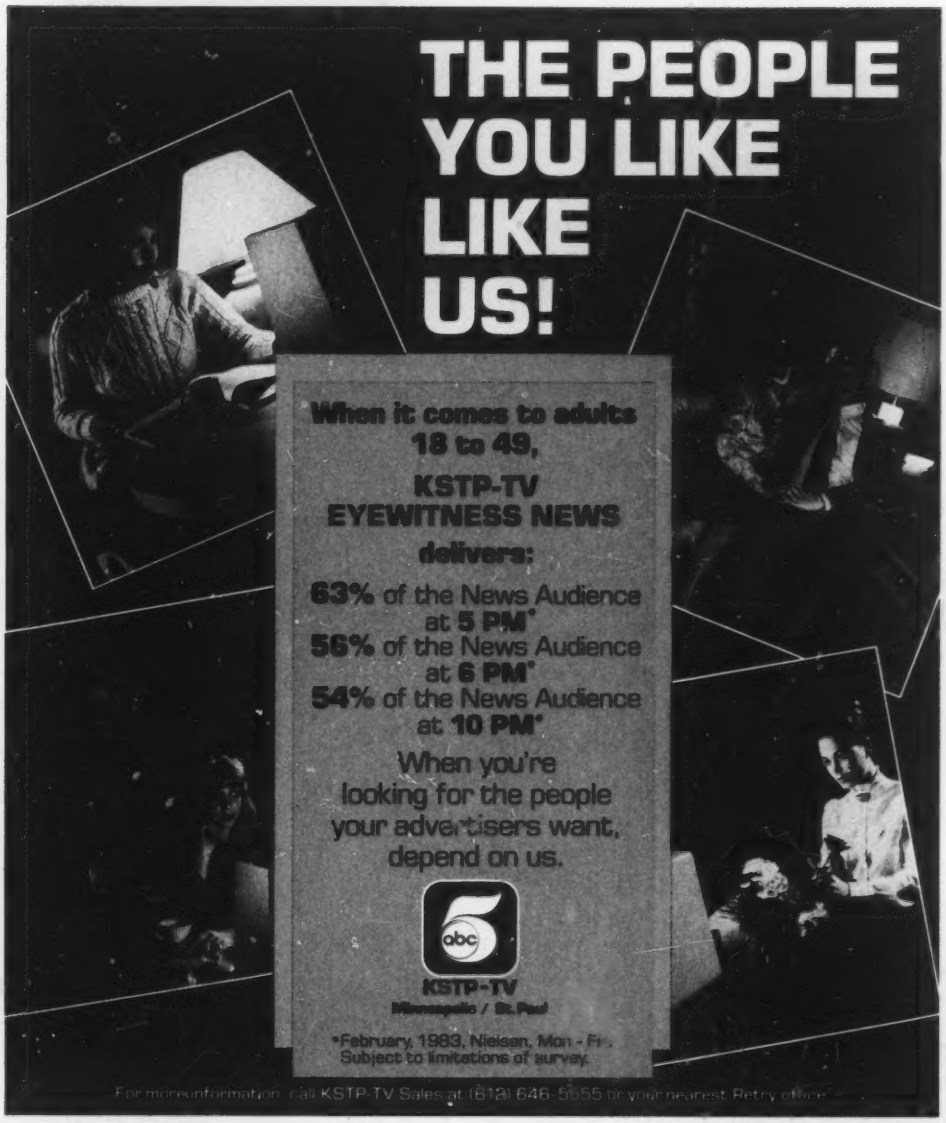
The Fifth Estate

Broadcasting Apr 18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Vol. 104 No. 16

Broadcasting Apr 18

Packwood backs off constitutional amendment crusade
Stakelin to join RAB □ NAB celebrates in Las Vegas □ MIP-TV: Springtime in Cannes

DEREG UPDATE □ Wirth links radio deregulation to spectrum fee. Packwood puts constitutional amendment drive on back burner, asking that broadcasters work for statutory relief instead. **PAGE 39.**

FOWLER'S WORLD □ FCC chairman tells closing NAB luncheon broadcasters should enter new technologies; he lists SCA's, broadcast auxiliary, teletext, MDS, cellular radio and cable channel leasing. **PAGE 41.**

NEW POST □ NAB Board Chairman Stakelin tapped for presidency of RAB. **PAGE 44.**

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CABLE AT THE BAT □ Major league baseball office says league is looking at starting pay cable network. **PAGE 46.**

H-E-E-E-RE'S MICKEY □ Disney Channel launches today on over 400 systems with four million basic subscribers. **PAGE 58.**

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Videoform Pictures
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The Disinherited, Behind the Giant, Today's History (12), Profession of Arms (6), news daily, sports news, newsfilm library, co-production, video, film and satellite facilities. **Staff:** Peter Marshall, Frances Whitehead, Santhi Ross, Paul Binsted, Cheryl Hopkins, Peter Lamb, Pam Turner, Julian Dinsell, Alan Gibbs, Geraldine Easter, Bernadette Drury, Tom Freebairn, Jerome Kuehl.

Warner Bros.
4000 Warner Blvd., Burbank, Calif. 91522

Dukes of Hazzard, Matt Houston*, Casablanca*, Wizards and Warriors*, Mississippi*, High Performance*, Waltons, Bret Maverick, New Adventures of Wonder Woman, Kung Fu, Harry O, Life on Earth, Enos, Freebie and the Bean, David Wolper specials, Love Sidney, Alice, At Ease*, Goodnight, Beantown, Flo, Welcome Back Kotter, Private Benjamin, Thorn Birds*, V*, Mystic Warrior*, Bare Essence*, Roots, Roots: The Next Generations, Moviola, Scruples, Pearl, Warner Bros. cartoons, Bugs Bunny animated specials, Tarzan, Superman, Super Friends, Challenge of the Super Friends, Fitzpatricks, Rafferty, Search, Chico and the Man, Me and Maxx, Night the Bridge Fell Down, Haywire, Salem's Lot, Pirate, Hanging by a Thread, Awakening Land, Dukes*, New Adventures of Batman, Tarzan: Lord of the Jungle, Batman/Superman/Aquaman, international features volume (31), Aaron Spelling series and features. **Staff:** Charles McGregor, John Whitesell, Jack Cook, Bryan Hambleton, Michel Lecourt, Gary Phillips, Daniel Acon.

Worldvision **24-2,26-1**
660 Madison Ave., New York 10021

AFI—Life Achievement Award/John Huston*, Uncommon Valor*, Reincarnation*, Little Mo*, Breakthrough*, Pony Express Rider*, Baker's Hawk, Dallas, Love Boat, Little House on the Prairie: A New Beginning, General Hospital, One Life to Live, All My Children, Gary Coleman Show (13), Little Rascals (13), Pac Man (13), Shirt Tales (13), Scooby Scrappy and Yabba Doo (13), The Smurfs (35), Richie Rich (8), Puppy's New Adventures (13), An Act of Love: Patricia Neal Story, Worldvision dramatic specials (10), Holocaust, Against the Wind, Ordeal of Patty Hearst, Trial of Lee Harvey Oswald, Last Nazi, AFI—10th Anniversary Salute to the Greatest Films, Paragon features (45), Prime I, II, III, IV (84), Selznick Classics (22), ABC Pictures, Hanna-Barbera/Ruby-Spears, Casper the Friendly Ghost, holiday specials (15), Eight Is Enough, Kaz, Project UFO, The Andros Targets, Spencer's Pilots, Man From Atlantis, Married: The First Year, Pruitts of Southampton, Doris Day Show (128), Hunter, Mod Squad (124), The Invaders (43), The Fugitive (120), The Next Step Beyond, Thunder (12), Garrison's Gorillas (26), Cowboy in Africa (26). **Staff:** Bert Cohen, Eugene Moss, Michael Kiwe, Brian Rhys-Jones, William Peck, Mary Demangeat, Mex Hartmann, Rolande Cousin, Harrington Silva.

Ziv International
600 N. Sepulveda Blvd., Los Angeles 90049

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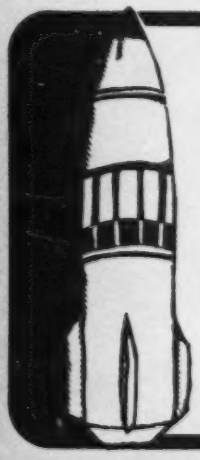

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Ratings Roundup

CBS-TV was back in the driver's seat in the prime time Nielsen ratings for the week ended April 10, after yielding it to ABC-TV and its *Thorn Birds* mini-series the week before (BROADCASTING, April 11). It was a close fight, however, CBS coming in with a 17.0 rating/27 share against ABC's 16.3/26, while NBC-TV brought up the rear with 13.6/22.

With the "end" of the 1982-83 season almost at hand, CBS still seemed a certain winner: In the season-to-date averages, it had an 18.3/29 to ABC's 17.6/28 and NBC's 15.2/24.

Among the week's premieres, *Ryan's Four* on ABC had a 17.1/28 in 90-minute pilot form on Tuesday night, placing 25th, then came back with a 19.8/30, tying for ninth, in its first appearance as a 60-minute entry in the 9 p.m. slot on Wednesday. The Wednesday episode held the 30 share delivered by its lead-in, *Fall Guy*, swamping the CBS Wednesday night movie, "In Defense of Kids" (9.6/16) and also overcoming its NBC opposition, *Facts of Life* (17.1.26) and *Taxi* (13.0/20).

Casablanca, premiering on NBC in the Sunday 10-11 p.m. period, turned in a 13.5/24, substantially behind CBS's regular Sunday night lineup, but giving a chase to the ABC Sunday night movie, "Altered States," which averaged a 14.2/23 over its two-hour run.

NBC's relatively new *A Team* continued to dominate the Tuesday 8-9 p.m. period, pulling a 21.6/33 and ranking sixth for the week.

The First 20

1.	*60 Minutes*	CBS	25.5/42
2.	*Magnum, P.I.*	CBS	23.9/36
3.	*NCAA Bsktbl Champ.—Houston vs. N.C. State*	CBS	22.7/33
4.	*Dynasty*	ABC	22.5/38
5.	*Three's Company*	ABC	22.4/34
6.	*A Team*	NBC	21.6/33
7.	*Jeffersons*	CBS	21.5/32
8.	*Newhart*	CBS	21.4/32
9.	*Trapper John, M.D.*	CBS	19.8/34
10.	*Simon & Simon*	CBS	19.8/30
11.	*Ryan's Four*	ABC	19.8/30
12.	*Fall Guy*	ABC	19.4/30
13.	*ABC Monday Night Movie—Divorce Wars: A Love Story*	ABC	19.4/29
14.	*That's Incredible*	CBS	19.4/28
15.	*Magic-David Copperfield*	CBS	19.3/31
16.	*NCAA Bsktbl Champ. Post-Game*	CBS	18.9/30
17.	*Goodnight, Beantown*	CBS	18.3/28
18.	*Matt Houston*	ABC	18.5/28
19.	*Dukes of Hazzard*	CBS	18.1/29
20.	*CBS Sat. Night Movie—Murder Me, Murder You*	CBS	17.9/31

The Final Five

70.	*CHiPs*	NBC	9.1/15
71.	*Gun Shy*	CBS	8.6/13
72.	*Renegades*	ABC	8.4/13
73.	*Square Pegs*	CBS	8.2/12
74.	*Monitor*	NBC	6.5/12

■ KUIC(FM) Vacaville, Calif. (95.3 mhz, 2.85 kw, HAAT: 205 ft.)—Granted assignment of license from KUIC Levin Radio Inc. to Quick Broadcasting Inc. for $1.5 million. Seller: Estate of Harvey Levin, William Horwick, executor. It also was granted FCC approval to sell KFAT(FM) Gilroy, Calif., for $900,000 (BROADCASTING, Jan. 17). Buyer is owned by Harry Benton, president, and Benton family members (50%), Shirley Fuchsberg (25%), and others. Benton is Colorado investor, and Fuchsberg is New York businesswoman. Neither has other broadcast interests. (BALH-830127HB). Granted March 25.

■ WTRS-AM-FM Dunnellon, Fla. (920 khz, 500 w-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Citrus Broadcasters Inc. to Asterisk Communications Inc. for $385,000. Seller is principally owned by Edward B. McLaughlin and Robert E. Kusch, who also are principal owners of WTTB(AM) Vero Beach, Fla. Buyer is owned by Richard S. Ingham (100%), who is vice president and 50% owner of KIEM-TV Eureka, Calif. (BAL,H-830207HQ,R). Action March 24.

■ WIAF(AM) Clarkesville, Ga. (1500 khz, 5 kw-D)—Granted assignment of license from Joseph Broadcasting Inc. to Radio Habersham Inc. for $160,000. Seller: Jacqueline A. Joseph and family, who also own WDYX(AM)-WGCO(FM) Buford, Ga. Buyer: Dallas M. Tarkenton III (100%), who has no other broadcast interests. (BAL-830208EU). Action March 24.

■ KSPD(AM) Boise, Idaho (790 khz, 1 kw-D)—Granted assignment of license from New Life Enterprises Inc. to KSPD Inc. for $200,000. Seller is owned by Dan W. Jantz and Jim Patterson, who also owns 50% each of KIRV(AM) Fresno, Calif. Patterson also has interest in KGDP(TK) Santa Ynez, Calif. Buyer is owned by E. Thomas, chairman (51%) and Le Moyne G. Schafer (49%), who have no other broadcast interests. (BAPL-830131EG). Action March 24.

■ KSLA-TV Shreveport, La. (ch. 12, 316 kw vis., 38 kw aux., HAAT: 1,800 ft.)—Granted assignment of license from KSLA-TV Inc. to VSC Communications Inc. for one million shares of Viacom stock, valued at approximately $32 million. Seller will exchange its stock for one million shares of Viacom and will become wholly owned subsidiary of Viacom International. Seller is principally owned by Dolores G. LaVigne (48.5%) and Winston B. Linam (12.3%), who have no other broadcast interests. Buyer is owned by publicly traded Viacom International Inc., which is headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. (BALCT-830215KE). Action March 30.

■ WMBH(AM) Joplin, Mo. (1450 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Chief Broadcasting Co. of Missouri Inc. from Lovell Morris "Jack" Beasley and Edwin Percival (100% before; none after) to Little Chief Broadcasting Co. of Fayetteville Inc. (none before; 100% after). Consideration: $200,000. Principals: Seller Beasley also owns 35% of KREK(AM) Bristow, Okla., and 39% of CP for new FM at Bristow. Buyer is owned by Levoy P. Dematree (89%) and wife, Reva (11%), who own co-located KKUZ(FM) and KKEG(AM)-KFAY(FM) Fayetteville, Ark. (BTC-821222FC). Action March 22.

■ WEMJ(AM) Laconia, N.H. (1490 khz, 1 kw, 250 w-N)—Granted assignment of license from WTSN Inc. to Central Broadcast Services Inc. for $374,000. Seller is principally owned by Ralph Gottlieb, who also sold, subject to FCC approval, WTSN(AM) Dover, N.H. for $1.1 million (BROADCASTING, Jan. 3). Buyer: James M. McCann (90%) and C. Richard Lutsk (10%). McCann is vice president and 9.6% owner each of WTSN(AM) Dover; WEMJ(AM) Laconia, and WZID(FM) Manchester, all New Hampshire. (BAL-830125FV). Action March 22.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Granted assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for $1.75 million. Seller is owned by Lawrence F. Neece Jr. (48.26%), his mother Viola N. Johnson (36.63%), and G.C. Starnes (15.12%), who have no other broadcast interests. Buyer is principally owned by James A. Heavner, president. It is spinning off WQRB (see below). Village Companies also owns WMFD(AM), which it is selling (see below) and WWQQ(FM) Wilmington, and WXHL(AM) Chapel Hill, both North Carolina, and WKQQ(FM) Lexington, Ky., plus cable systems serving Orange county, Durham county and Chapel Hill, all North Carolina. (Bal,H-830107HF,G). Action March 24.

■ WQRB(AM) Burlington, N.C. (1150 khz, 1 kw-D)—Granted assignment of license from Village Companies of Chapel Hill Inc. to Falcon Communications Inc. for $165,000. Seller is Chapel Hill, N.C.-based group owner of two AM's and two FM's principally owned by James A. Heavner. It bought WQRB(AM) along with co-located WBAG(FM) Burlington, N.C. (see above) for $1.75 million and is spinning off AM. Buyer: William A. Hawks (100%), who has no other broadcast interests. (BAL-830204EQ). Action March 24.

■ WGIV(AM) Charlotte, N.C.(1600 khz, 1 kw-D; 500 w-N)—Granted assignment of license from Harris Communications Corp. to FMK Broadcasting Corp. Seller bought station in 1981 and must sell station because of insufficient funds to continue operation. It will sell to FMK Broadcasting for, as yet, unspecified sum. Buyer is subsidiary of Firstmark Corp. and is principally owned by Leonard Rochwarger. Firstmark Corp. is Buffalo, N.Y.-based CATV consultant and financier and has no other broadcast interests. (BAPL-821217ES). Action March 23.

■ WRZR(AM) Raleigh, N.C. (1550 khz, 1 kw-D)—Granted assignment of license from Moonshadow Broadcasting Inc. to WSES Broadcasting Inc. for $209,000. Seller is owned by Robert N. Bander (100%), who has no other broadcast interests. Buyer is owned by Staunton Perkins (100%), who has no other broadcast interests. (BAL-830209EX). Action March 29.

■ WTXY(AM) Whiteville, N.C. (1540 khz, 1 kw-D)—Granted assignment of license from Waccamaw Broadcasting Inc. to Tuffy Broadcasting Inc. for $106,000. Seller is owned by Tommie Grainger and Kendrick Wilkes Jr. (50% each). Grainger also owns 50% of WJXY(AM) Conway, S.C. Buyer is owned by David B. Putnam Jr. (80%) and wife, Anne (20%), who have no other broadcast interests. Anne Putnam's father, John Sawyer, is director and controls 35% of Great Trails Broadcasting Corp., group owner of five AM's, four FM's and two TV's. (BAL-830204ER). Action March 24.

■ WMFD(AM) Wilmington, N.C. (630 khz, 1 kw-D, DA-2)—Granted assignment of license from Village Radio of Wilmington Inc. to WMFD Inc. for $500,000. Seller is Chapel Hill, N.C.-based group owner principally owned by James A. Heavner. It also bought WQRB(AM)-WBAG(FM) Burlington, N.C., (see above) and is spinning off WQRB (see above). Buyer is owned by Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizzard (25% each). Carolina Bottlers is owned by local investors Carl B. Brown Jr. and Donald R. Watson. Hauser is former general manager of Village's WCHL(AM) Chapel Hill, N.C. (BAL-830209EY). Action March 29.

■ WDSC-AM-FM Dillon, S.C. (800 khz, 1 kw-D; FM: 92.9 mhz, 10 kw, HAAT: 310 ft.)—Granted assignment of license from Border Broadcasting Inc. to Cy N. Bahakel Jr. for $1.5 million. Seller is owned by L.B. Hyman (52%), Phil B. Brown (34%), and estate of Joseph K. Martin (14%), who have no other broadcast interests. Buyer is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner of six AM's, five FM's and seven TV's. (BAL,H-830131HB,E). Action March 30.

■ WMCC(FM) Etowah, Tenn. (103.1 mhz, 3 kw, HAAT: 14 ft.)—Granted assignment of license from Athens Broadcasting Corp. to Ketron Broadcasting Inc. for approximately $150,000. Seller is principally owned by Steve H. Snowden, president. He bought station from Ketron last year and is now transferring WMCC back to Ketron in lieu of debt. He has also sold, subject to FCC approval, WLAR(AM) Athens, Tenn., WUCR(AM) Sparta, Tenn., and is applicant for new FM at Clarksville, Va. Buyer is owned by Charles R. Ketron, president, who also owns WCPH(AM) Etowah. (BALH-830217GG). Action March 30.

■ KEZB(FM) El Paso, Tex. (93.9 mhz, 100 kw, HAAT: 980 ft.)—Granted assignment of license from El Paso Broadcasting Corp. to KEZB El Paso Inc. for $1.2 million. Seller is principallyowned by Michelle A. Haston, president, who is also permittee of KVFM(FM) Ogden, Utah. Buyer is owned 100% by Jack Rich, president, who is El Paso businessman and has no other broadcast interests. (BAPLH-830216GF). Action March 30.

■ KTRN(AM) Wichita Falls, Tex. (1290 khz, 5 kw-D, 1 kw-N, DA-N)—Granted assignment of license from KTRN Inc. to Brandon Broadcasting of Texas for $500,000 plus $100,000 for noncompete agreement. Seller is owned by Raymond Ruff (100%), who has no other broadcast interests. Buyer is owned by Anthony S. Brandon (50%), and his sons, Lawrence (30%) and L. Rogers (20%). Lawrence and Anthony Brandon have interest in KKQV(FM) Wichita Falls; KERN(AM)-KQXR(FM) Bakersfield, Calif.; KZOZ(FM) San Luis Obispo, Calif.; KKAL(AM) Arroyo Grande, Calif., and WWWG(AM) Rochester, N.Y. Rogers Brandon is vice president and general manager of KKQV. (BAL-830202EO). Action March 22.

■ KTRQ(AM) Ephrata, Wash. (810 khz, 1 kw-D)—Granted assignment of license from Read Broadcasting of Ephrata Inc. to Central Columbia Broadcasters for $250,000. Seller is owned by Thomas W. Read and wife, Melinda, who also own co-located KTRM(FM). Thomas Read also owns KTRW(FM) East Wenatchee, Wash. They bought KTRQ (formerly KULE) in 1981 for $106,540 (BROADCASTING, June 15, 1981). Buyer is owned by Neil Gray and wife, Deborah, and Tom Allison and wife, Connie. Neil Gray is general manager of KTKN(AM) Ketchikan, Alaska, where Tom Allison is sales manager. (BAL-830128EE). Action March 24.

■ WPAR(AM) Parkersburg, W. Va. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Burka Broadcasting Inc. to Composite Broadcasting Inc. for $374,000. Seller is owned by Bernard A. Burka, president, and others, none of whom have other broadcast interests. Buyer is owned by John W. Patten, president (19%) and four others, who are principal owners of WNUS(FM) Belpre, Ohio. (BAL-830207ES). Granted March 24.

■ WCQL(AM) Pewaukee, Wis. (1370 khz, 500 w-D)—Granted assignment of license from S.K.R. Inc. to Dri-Four Inc. for $65,000. Seller is owned by Andrew M. Spheeris, receiver. Assignment is initially by court order. Buyer is owned by Gayle Dvorak, Harold C. Lardinois and S. Armagan (one-third each). Dvorak and Lardinois each own 2% of WAZF(AM) Yazoo City, Miss., and WVLR(FM) Sauk City, Wis. Dvorak also owns 40% of WROC(AM)-WQAZ(FM) Cleveland, Miss. Armagan has no other broadcast interests. (BAL-821028GQ). Action March 5.

Summary of broadcasting

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization
**Includes off-air licenses

FCC tabulations as of Sept. 30, 1982

Facilities changes

AM applications

Tendered

■ WCBF (1010 khz) Tampa, Fla.—Seeks CP to change city of license to Seffner, Fla.; change hours of operation to